UNITED STATES PATENT AND TRADEMARK OFFICE

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ART UNIT	PAPER NUMBER
2178	

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Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

	Application No.	Applicant(s)
Office Action Summary	10/788,885	LEBLANG ET AL.
	Examiner	Art Unit	
	Manglesh M. Patel	2178	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>27 February 2004</u>.

2a)☐ This action is **FINAL.**   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle,* 1935 C.D. 11, 453 O.G. 213..

Disposition of Claims

4)☒ Claim(s) <u>1-51</u> is/are pending in the application.

   4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-51</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on <u>27 February 2004</u> is/are: a)☒ accepted or b)☐ objected to by the Examiner.

   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   a)☐ All   b)☐ Some * c)☐ None of:

   1.☐ Certified copies of the priority documents have been received.

   2.☐ Certified copies of the priority documents have been received in Application No. _____.

   3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

   * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   This **Non-Final** action is responsive to communications: Application filed on 02/27/04.

2.   Claims 1-51 are pending. Claims 1-4, 11-12, 15, 24, 25, 32 and 49 are independent

claims.

Drawings

3.   The Drawings filed on 02/27/04 have been approved.

Claim Rejections - 35 USC § 112

4.   The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the
> subject matter which the applicant regards as his invention.

5.   Claims 25-31 is rejected under 35 U.S.C. 112, second paragraph, as being

indefinite for failing to particularly point out and distinctly claim the subject matter which

applicant regards as the invention.

Regarding Independent claim 25, the claim states "data structure **may be** used" the

terms "may be" render the claims indefinite because it fails to distinctly claim the subject matter.

Regarding Dependent claims 26-31, are rejected because they inherit the deficiencies of

claim 25. Claims 26-28 also contain the terms "may be".

Claim Rejections - 35 USC § 101

6.   35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Regarding Independent claim 25, which describes, computer memory including a data structure for storage. The data structure describes non-functional descriptive material and is therefore non-statutory.

Regarding Dependent claims 26-31, are rejected because they inherit the deficiencies of claim 25.

Claim Rejections - 35 USC § 102

7.   The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> (e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

8.   Claims 1-12, 14-16, 18-37 and 39-48 are rejected under 35 U.S.C. 102(e) as being anticipated by Keohane (U.S. Pub 2004/0187074, Filed on Mar 19, 2003).

Regarding Independent claim 1, Keohane discloses a method in a computing system for highlighting links to web sites that are of interest to a user, comprising:

- Displaying a first web page requested by a user from a web sites (paragraph 7, wherein a received web document is bookmarked, thereby including the display of a first web page requested by the user from a web site. Bookmarking is creating

a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed);

- Receiving an indication from the user that the web site is of interest to the user (paragraphs 7 & 24, wherein the indication from the user includes the selection of a bookmark function of the web page as shown in fig 3 numeral 74);

- In response to the indication from the user that the web site is of interest to the user: determining the identity of the web site from the URL of the first web page (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest);

- Storing an entry corresponding to the web site in a list of web sites of interest, at a time after the storing, receiving a request by the user for a second page (paragraphs 4, 7-9 & 24, wherein bookmarking includes the storing of the web pages within a list. Keohane further describes that other pages accessed by the user are then compared with the bookmarked pages to determine if they are the same or already been bookmarked. Therefore a second page is accessed, which is the page that is compared to the links already stored within the bookmark to determine a match);

- Identifying within the second web page a link that points to the web site specified by the stored entry in the list of web sites of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually

distinguished by an associated icon or highlighting of the link, therefore a link

within the second page is identified);

- Modifying the second web page to indicate that the identified link points to a web

  site of interest to the user (paragraphs 5, 7-9 & 24, wherein the bookmarked list is

  compared with the accessed page to determine if the link is already stored within

  the bookmark. If so then it is visually distinguished by an associated icon or

  highlighting of the link, therefore the second page is modified by visually

  indicating that the link points to a site of interest since it has been bookmarked

  already);

- Displaying the second web page as modified (paragraphs 5, 7-9, 24 & fig 3 & 5,

  wherein the modified page is displayed by including the visual indicator).

Regarding Independent claim 2, Keohane discloses a method in a computing system

for identifying links to web sites that are of interest to a user, comprising:

- Displaying a first web page (paragraph 7, wherein received web document is

  bookmarked, thereby including the display of a first web page requested by the

  user from a web site. Bookmarking is creating a link of a site so you can return to

  that site at a later time, therefore a first web page which is the bookmarked page is

  displayed);

- Displaying a web site selection control in conjunction with the first web page

  (paragraphs 7 & 24, wherein the web site control includes a bookmark function of

  the web page as shown in fig 3 numeral 74);

- In response to activation of the web site selection control by the user while the first web page is displayed: Creating a new entry corresponding to the first web page in a list of web sites of interest, identifying a web site containing the first web page, and storing in the created entry information specifying the identified web site (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest within a list);

- At a time after the storing, receiving a request for a second web page (paragraphs 4, 7-9 & 24, wherein bookmarking includes the storing of the web pages within a list. Keohane further describes that other pages accessed by the user are then compared with the bookmarked pages to determine if they are the same or already been bookmarked. Therefore a second page is accessed, which is the page that is compared to the links already stored within the bookmark to determine a match);

- Identifying within the second web page a link that points to the web site specified by the created entry (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore a link within the second page is identified);

- Modifying the second web page to indicate that the identified link points to a web site of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore the second page is modified by visually

indicating that the link points to a site of interest since it has been bookmarked already);

- Displaying the second web page as modified (paragraphs 5, 7-9, 24 & fig 3 & 5, wherein the modified page is displayed by including the visual indicator).

Regarding Independent claim 3, Keohane discloses a method in a computing system for identifying links to web sites that are of interest to a user, comprising:

- For each link in a web page requested by a user, determining whether the link points to a web site specified by any entry in a list of web sites of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore the second page is modified by visually indicating that the link points to a site of interest since it has been bookmarked already);

- For each link in the web page determined to point to a web site specified by any entry in a list of web sites of interest, modifying the web page to identify the link as pointing to a web site of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore the second page is modified by visually indicating that the link points to a site of interest since it has been bookmarked already);

- Displaying the requested web page as modified (paragraphs 5, 7-9, 24 & fig 3 & 5, wherein the modified page is displayed by including the visual indicator);

- Displaying a web site selection control in conjunction with the requested web page (paragraphs 7 & 24, wherein the web site control includes a bookmark function of the web page as shown in fig 3 numeral 74); and

- If the user activates the web site selection control while the requested web page is displayed: Identifying a web site containing the requested web page, and storing a new entry containing the identified web site in the list of web sites of interest (paragraphs 5, 7-9 & 24, wherein activation of the bookmark control includes identifying the page and storing the link within the bookmark list)

    Regarding Independent claim 4, Keohane discloses a method in a computing system for analyzing a web page, comprising:

- Receiving the web page (paragraph 7, wherein a received web document is bookmarked, thereby including the display of a first web page requested by the user from a web site. Bookmarking is creating a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed); and

- For each link occurring in the web page, if the link points to a web site identified in a list of web sites indicated to be of interest, modifying the web page to identify the link as pointing to a web site of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is

already stored within the bookmark. If so then it is visually distinguished by an

associated icon or highlighting of the link, therefore a link within the second page

is identified).

Regarding Dependent claim 5, with dependency of claim 4, Keohane discloses

displaying the modified web page (paragraphs 5, 7-9 & 24, wherein the modified page is

displayed by including a visual indicator within the page).

Regarding Dependent claim 6, with dependency of claim 4, Keohane discloses

transmitting the modified web page to a computer system that requested the received web page

(paragraphs 5, 7-9 & 24, wherein the modified page is sent to the requesting computer system).

Regarding Dependent claim 7, with dependency of claim 4, Keohane discloses wherein

the modification is performed as part of composing the web page (paragraphs 5, 7-9 & 24,

wherein the displaying of the page with visual indicators includes modification of the composed

web page).

Regarding Dependent claim 8, with dependency of claim 4, Keohane discloses wherein

the modification is performed as part of serving the web page (paragraphs 5, 7-9 & 24, wherein

the serving of the web page includes the modified page with the visual indicators).

Regarding Dependent claim 9, with dependency of claim 4, Keohane discloses wherein the web page contains a search result comprised of search items, and wherein at least one of the links identified by the modifying is within a search result item (paragraphs 5, 7-9, 24-26, wherein the search result or query is included with the web page for the identified link which is modified).

Regarding Dependent claim 10, with dependency of claim 4, Keohane discloses adding a distinguished web site to the list in response to an indication that a user activated a displayed interest indication control while a web page within the distinguished web site was displayed (paragraphs 5, 7-9 & 24, wherein adding the web site includes bookmarking the page by selecting the bookmark control from the toolbar).

Regarding Independent claim 11, Keohane discloses a computer-readable medium whose contents cause a computing system to analyze a web page by:

- Receiving the web page (paragraph 7, wherein a received web document is bookmarked, thereby including the display of a first web page requested by the user from a web site. Bookmarking is creating a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed);

- For each link occurring in the web page, if the link points to a web site explicitly indicated by a user as being of interest, modifying the web page to identify the link as pointing to a web site of interest (paragraphs 5, 7-9 & 24, wherein the

bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore a link within the second page is identified).

Regarding Independent claim 12, Keohane discloses a method for processing a web page, comprising:

- Receiving the web page (paragraph 7, wherein a received web document is bookmarked, thereby including the display of a first web page requested by the user from a web site. Bookmarking is creating a link of a site so you can return to that site at a later time, therefore a first web page which is the bookmarked page is displayed);

- Determining whether the web page is part of a web site identified in a list of web sites indicated to be of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore a link within the second page is identified);

- If the web page is part of a web site identified in a list of web sites indicated to be of interest, displaying the web page in a manner that indicates that the web page is part of a web site indicated to be of interest (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an

associated icon or highlighting of the link, therefore a link within the second page

is identified).

Regarding Dependent claim 14, with dependency of claim 12, further comprising

displaying a control usable by the user to indicate that a web site to which a presently-displayed

web page belongs is of interest, and wherein displaying the web page comprises modifying the

displaying of the control to indicate that the web page belongs to a web site indicated to be of

interest (paragraphs 5, 7-9 & 24, wherein bookmarking includes accessing the bookmark control

to save the site of interest.).

Regarding Independent claim 15, Keohane a method in a computing system for

tracking web sites, comprising:

- Displaying in conjunction with a browser window a control for indicating interest

  in web sites (paragraphs 7 & 24, wherein the web site control includes a

  bookmark function of the web page as shown in fig 3 numeral 74);

- Receiving an indication that a user has activated the control during the display of

  a distinguished web page in the browser window (paragraphs 7 & 24, wherein the

  web site control includes a bookmark function of the web page as shown in fig 3

  numeral 74. The bookmark function is activated when a user selects it from the

  menu thereby including receiving an indication by adding the URL to the

  bookmark);

- In response to receiving the indication: Identifying a web site with which the distinguished web page is associated (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest within a list, thereby identifying the web site of the distinguished web page);

- Adding the identified web site to a list of web sites that have been indicated by the user to be of interest (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest within a list).

Regarding Dependent claim 16, with dependency of claim 15, further comprising, when a link to a web page associated with the identified web site is displayed in the browser window at a time after the adding, highlighting the link (paragraphs 5, 7-9 & 24, wherein the bookmarked list is compared with the accessed page to determine if the link is already stored within the bookmark. If so then it is visually distinguished by an associated icon or highlighting of the link, therefore the second page is modified by visually indicating that the link points to a site of interest since it has been bookmarked already).

Regarding Dependent claim 18, with dependency of claim 15, Keohane discloses wherein the control is a button (paragraphs 7 & 24, wherein the web site control includes a bookmark function button of the web page as shown in fig 3 numeral 74).

Regarding Dependent claim 19, with dependency of claim 15, Keohane discloses

wherein the control is a button in a toolbar (paragraphs 7 & 24, wherein the web site control

includes a bookmark function button of the web page as shown in fig 3 numeral 74. The button is

a control in the toolbar).

Regarding Dependent claim 20, with dependency of claim 15, Keohane discloses

wherein the activated control is one of a plurality of buttons, each button of the plurality

corresponding to a different list of web sites that have been indicated by the user to be of interest,

and wherein the identified web site is added to the list of web sites to which the activated control

corresponds (paragraphs 7 & 24, wherein the control includes several buttons for different list of

sites stored within the bookmark).

Regarding Dependent claim 21, with dependency of claim 20, Keohane discloses

wherein each button of the plurality corresponds to a list of web sites relating to a different user

interest, a different browsing mode, or a different subject matter (paragraphs 7 & 24, wherein the

different button represent different browsing modes for different interests).

Regarding Dependent claim 22, with dependency of claim 21, Keohane discloses:

- Displaying in conjunction with the browser window a second control for

  bookmarking a web page (paragraphs 7 & 24, wherein the window contains a

  second control for bookmarking a page);

- Receiving an indication that the user has activated the second control during the display of the distinguished web page in the browser window (paragraphs 7 & 24, wherein activation of a second control is indicated by saving the URL of the page within the bookmark list);

- In response to receiving the indication that the user has activated the second control, adding the distinguished web page to a list of web pages that have been bookmarked, the list of web pages that have been bookmarked being distinct from the list of web sites that have been indicated by the user to be of interest (paragraphs 7 & 24, wherein the web site of interest is added to the list but differs from the bookmarked links).

Regarding Dependent claim 23, with dependency of claim 21, Keohane discloses wherein the browser window is displayed by a browser program, the method further comprising: In response to the display of the distinguished web page in the browser window, adding the distinguished web page to a list of pages visited by the browser program, the a list of web pages visited by the browser program being distinct from the list of web sites that have been indicated by the user to be of interest (paragraphs 7 & 24, wherein the distinguished pages are different than the bookmarked pages and are added to the list).

Regarding Independent claim 24, Keohane discloses a computer-readable medium whose contents cause a computing system to track web sites by:

- During the displayed of a distinguished web page in the browser window, receiving an user input event associated with a web site tracking command (paragraphs 7 & 24, wherein tracking of the site includes saving of the URL within the bookmark);

- In response to receiving the user input event: Identifying a web site with which the distinguished web page is associated (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein bookmarking includes determination of the URL to save the link of interest within a list, thereby identifying the web site of the distinguished web page);

- Adding the identified web site to a list of web sites that have been selected for tracking by a user (paragraphs 7 & 24, wherein bookmarking includes identifying the web site that are selected for tracking by the user by determining the sites URL and saving it within the bookmark).

Regarding Independent claim 25, Keohane discloses one or more computer memories collectively storing a user-interest data structure, the user-interest data structure comprising a plurality of entries, each entry identifying a web site explicitly indicated by a user to be of interest during the display of a web page within the identified web site, the entry not identifying the web page within the identified web site, Such that the contents of the user-interest data structure may be used to highlight displayed information that relates to a web site identified by one of the entries (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein the site of interest is

bookmarked and then used later to highlight an entry within a web page after comparing it to the bookmark list for a match).

Regarding Dependent claim 26, with dependency of claim 25, Keohane discloses further storing a favorite web pages data structure, the favorite web pages data structure being distinct from the user-interest data structure and comprising a plurality of entries, each entry identifying a web page explicitly indicated by a user to be a favorite web page, such that the contents of the favorite web pages data structure may be used to quickly visit a web page identified by one of the entries (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein the storage in memory of the favorite pages differs from the bookmarked list thereby providing faster access to a page through the favorite list).

Regarding Dependent claim 27, with dependency of claim 25, Keohane discloses wherein the user-interest data structure further comprises information associating each entry with one of a plurality of entry groups, such that information associating each entry with one of a plurality of entry groups may be used to highlight displayed information that relates to a web site identified by a selected entry in different manners based upon which group of entries the selected entry is associated with (paragraphs 4, 7, 24 & fig 5 numeral 93, wherein the entries within the list consist of a group where highlighting in different manners is associated with the selected entry).

Regarding Dependent claim 28, with dependency of claim 25, Keohane discloses

wherein the user-interest data structure further comprises information associating each entry with

one of a plurality of entry groups, such that information associating each entry with one of a

plurality of entry groups may be used to highlight displayed information that relates to a web site

identified by a selected entry only if the group of entries the selected entry is associated with is

selected for highlighting when the information is displayed (paragraphs 4, 7, 24 & fig 5 numeral

93, wherein each entry within the bookmark memory is associated with a group for highlighting

if the selected entry information is displayed).

Regarding Dependent claim 29, with dependency of claim 25, Keohane discloses

wherein the computer memories are physically attached to a computer system used by the user to

display information (paragraph 16, wherein the memory is physically attached to the user

computer).

Regarding Dependent claim 30, with dependency of claim 25, Keohane discloses

wherein the computer memories are physically attached to a computer system through which

information to be displayed to the user passes (paragraph 16, wherein the memory is physically

attached to the user computer).

Regarding dependent claim 31, with dependency of claim 25, Keohane discloses

wherein the computer memories are physically attached to a computer system at which

information to be displayed to the user originates (paragraph 16, wherein the memory is

physically attached to the user compute).

     Regarding Independent claim 32, Keohane discloses a method in a computing system

for analyzing a search result, comprising:

- Receiving a search result comprised of a set of entries each corresponding to a

  web site (paragraph 20, wherein a search result for web pages is received);

- Accessing a list of web sites indicated to be of interest (paragraph 20, wherein the

  search engine presents to the user a list of web pages to be of interest based on the

  user query);

- For each entry, if the web site to which the entry corresponds is included in the

  list, modifying the search result to identify the entry as corresponding to a web

  site of interest (paragraph 25-26, wherein the if the web site related to the

  bookmarked entry exists then the search result is modified by displaying the page

  with the indicators).

     Regarding Dependent claim 33, with dependency of claim 32, Keohane discloses

receiving user input specifying that the search result is to be modified to identify entries as

corresponding to a web site of interest, and wherein the modifying is performed in response to

receiving the user input (paragraph 25-26, wherein user input is received to specify the query for

modification for the bookmarked links).

Regarding Dependent claim 34, with dependency of claim 32, Keohane discloses

wherein the modifying is performed automatically, irrespective of any user input (paragraph 25-

26, wherein the modification is performed without user input, since it is based on the comparison

performed between the URL of the site to the bookmarked list).

Regarding Dependent claim 35, with dependency of claim 32, Keohane discloses

wherein the entries of the received search result are arranged in an initial order, and wherein the

search result is modified by reordering the entries in the search result into a second order such

that the entries corresponding to web sites included in the list occur at the beginning of the

second order (paragraph 25-26, wherein the queries are arranged into an order).

Regarding Dependent claim 36, with dependency of claim 32, Keohane discloses

wherein the search result is modified by highlighting each entry corresponding to a web site

included in the list (paragraph 25-26, wherein the result is modified by including highlighting of

the entry that was part of the bookmarked list).

Regarding Dependent claim 37, with dependency of claim 32, Keohane discloses

wherein the search result is modified by, for each entry corresponding to a web site included in

the list, adding to the entry an icon representing the web site to which the entry corresponds

(paragraph 25-26, wherein modification includes an icon).

Regarding Dependent claim 39, with dependency of claim 32, Keohane discloses

wherein the search result is modified by, for each entry corresponding to a web site included in

the list, adding to the entry an indication of the time at which the web site to which the entry

corresponds was added to the list (paragraph 25-26, wherein time information is included with

the entry, as part of the search history).

Regarding Dependent claim 40, with dependency of claim 32, Keohane discloses

displaying the modified search result (paragraph 25-26, wherein the modified query is

displayed).

Regarding Dependent claim 41, with dependency of claim 35, Keohane discloses

wherein the modified search result is displayed in a web browser, and wherein the modifying is

performed using a web browser add-on operating in conjunction with the web browser

(paragraph 25-26, wherein the modified query is displayed within a browser including a plug-in).

Regarding Dependent claim 42, with dependency of claim 35, Keohane discloses

wherein the modified search result is displayed in a web browser, and wherein the modifying is

performed by the web browser (paragraph 25-26, wherein the modified query is displayed in the

browser and performed by the browser).

Regarding Dependent claim 43, with dependency of claim 32, Keohane discloses

transmitting the modified search result to a client computer system from which the received

search result was requested (paragraph 25-26, wherein the modified query result is transmitted to

the client computer and created from the client computer).

Regarding Dependent claim 44, with dependency of claim 32, Keohane discloses

composing the list of web sites of interest in response to explicit expressions of interest by a user

(paragraph 25-26, wherein a web site listing is performed in response to user input).

Regarding Dependent claim 45, with dependency of claim 32, Keohane discloses

wherein the list of web sites of interest is derived from a set of bookmarked web sites (paragraph

25-26, wherein the web page list is provided from the bookmarked list).

Regarding Dependent claim 46, with dependency of claim 32, Keohane discloses

wherein the list of web sites of interest is derived from a web browser history (paragraph 25-26,

wherein the sites of interest are provided from a history).

Regarding Dependent claim 47, with dependency of claim 32, Keohane discloses

wherein the accessed list of web sites includes web sites indicated to be of interest with respect

to a first topic and web sites indicated to be of interest with respect to a second topic, and

wherein the search result is modified to explicitly identify entries as corresponding to web sites

of interest with respect to the first or second topic (paragraph 25-26, wherein the topics of

interest are identified if they are already bookmarked).

Regarding Dependent claim 48, with dependency of claim 32, Keohane discloses

accessing a second list of web sites indicated to be of interest that is separate from the list of web

sites indicated to be of interest, and where the search result is modified to identify entries as

corresponding to a web site on the list of web sites indicated to be of interest or as corresponding

to a web site on the second list of web sites indicated to be of interest (paragraph 25-26, wherein

a separate list is accessed pertaining to web sites of interest and includes a modified query to

identify entries within the bookmarked list).

Claim Rejections - 35 USC § 103

9.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in
> section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are
> such that the subject matter as a whole would have been obvious at the time the invention was made to a person
> having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the
> manner in which the invention was made.

10.   Claims 13, 17, 38 & 49-51 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Keohane (U.S. Pub 2004/0187074, filed on Mar 19, 2003) in view of Deguchi (U.S. Pub

2003/0236711 filed on Jun 25, 2002).

Regarding Dependent claim 13, with dependency of claim 12, Keohane fails to teach a

promotional offer related to the bookmarking of the page. Deguchi discloses wherein the

displaying comprises displaying within the web page a promotional offer not received with the

web page (abstract & paragraphs 7-14, wherein bookmarked pages include a promotional offer).

Keohane teaches bookmarking but fails to teach a promotional offer. Deguchi teaches

promotional offers related to bookmarked items. At the time of the invention it would have been

obvious to a person of ordinary skill in the art to include the presentation of a promotional offer

for a bookmarked site. The motivation for doing so would have been to improve advertisement

targeting by providing a promotion to users that show continued interest to a vendor by

bookmarking the site. Therefore it would have been obvious to combine the teachings of

Deguchi with Keohane for the benefits of allowing the presentation of a promotional offer to a

user showing continued interest for a vendor by bookmarking the site thereby improving target

advertisement.

Regarding Dependent claim 17, with dependency of claim 15, Keohane teaches

bookmarking but fails to teach a promotional offer. Deguchi teaches when a link to a web page

associated with the identified web site is displayed in the browser window at a time after the

adding, displaying a promotion for the identified web site in conjunction with the link (abstract

& paragraphs 7-14, wherein bookmarked pages include a promotional offer). Keohane teaches

bookmarking but fails to teach a promotional offer. Deguchi teaches promotional offers related

to bookmarked items. At the time of the invention it would have been obvious to a person of

ordinary skill in the art to include the presentation of a promotional offer for a bookmarked site.

The motivation for doing so would have been to improve advertisement targeting by providing a

promotion to users that show continued interest to a vendor by bookmarking the site. Therefore it

would have been obvious to combine the teachings of Deguchi with Keohane for the benefits of

allowing the presentation of a promotional offer to a user showing continued interest for a

vendor by bookmarking the site thereby improving target advertisement.

Regarding Dependent claim 38, with dependency of claim 32, Keohane fails to teach a promotional offer related to the bookmarking of the page. Deguchi discloses wherein the search result is modified by, for each entry corresponding to a web site included in the list, adding to the entry a promotion for the web site to which the entry corresponds (abstract & paragraphs 7-14, wherein bookmarked pages include a promotional offer). Keohane teaches bookmarking but fails to teach a promotional offer. Deguchi teaches promotional offers related to bookmarked items. At the time of the invention it would have been obvious to a person of ordinary skill in the art to include the presentation of a promotional offer for a bookmarked site. The motivation for doing so would have been to improve advertisement targeting by providing a promotion to users that show continued interest to a vendor by bookmarking the site. Therefore it would have been obvious to combine the teachings of Deguchi with Keohane for the benefits of allowing the presentation of a promotional offer to a user showing continued interest for a vendor by bookmarking the site thereby improving target advertisement.

Regarding Independent claim 49, Keohane discloses a method in the computing system of selectively presenting promotional offers with respect to a subject web site, comprising:

When a page of the subject web site is displayed, receiving user input identifying the web site to which the page belongs as being of interest (paragraphs 7 & 24, wherein the web page of interest is bookmarked); Keohane fails to teach a promotional offer related to the bookmarking of the page. Deguchi discloses receiving the user input, displaying a promotional offer for the subject web site (abstract & paragraphs 7-14, wherein bookmarked pages include a promotional offer). Keohane teaches bookmarking but fails to teach a promotional offer. Deguchi teaches

promotional offers related to bookmarked items. At the time of the invention it would have been

obvious to a person of ordinary skill in the art to include the presentation of a promotional offer

for a bookmarked site. The motivation for doing so would have been to improve advertisement

targeting by providing a promotion to users that show continued interest to a vendor by

bookmarking the site. Therefore it would have been obvious to combine the teachings of

Deguchi with Keohane for the benefits of allowing the presentation of a promotional offer to a

user showing continued interest for a vendor by bookmarking the site thereby improving target

advertisement.

Regarding Dependent claim 50, with dependency of claim 49, Keohane fails to teach a

promotional offer related to the bookmarking of the page. Deguchi discloses wherein the

displaying is performed immediately in response to user input (abstract & paragraphs 7-14,

wherein the offer is presented upon user input). Keohane teaches bookmarking but fails to teach

a promotional offer. Deguchi teaches promotional offers related to bookmarked items. At the

time of the invention it would have been obvious to a person of ordinary skill in the art to include

the presentation of a promotional offer for a bookmarked site. The motivation for doing so would

have been to improve advertisement targeting by providing a promotion to users that show

continued interest to a vendor by bookmarking the site. Therefore it would have been obvious to

combine the teachings of Deguchi with Keohane for the benefits of allowing the presentation of

a promotional offer to a user showing continued interest for a vendor by bookmarking the site

thereby improving target advertisement.

Regarding Dependent claim 51, with dependency of claim 49, Keohane fails to teach a promotional offer related to the bookmarking of the page. Deguchi discloses wherein the displaying is performed at a times after the user input is received (abstract & paragraphs 7-14, wherein the displaying is performed in a delayed fashion after user input). Keohane teaches bookmarking but fails to teach a promotional offer. Deguchi teaches promotional offers related to bookmarked items. At the time of the invention it would have been obvious to a person of ordinary skill in the art to include the presentation of a promotional offer for a bookmarked site. The motivation for doing so would have been to improve advertisement targeting by providing a promotion to users that show continued interest to a vendor by bookmarking the site. Therefore it would have been obvious to combine the teachings of Deguchi with Keohane for the benefits of allowing the presentation of a promotional offer to a user showing continued interest for a vendor by bookmarking the site thereby improving target advertisement.

It is noted that any citation [[s]] to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the references should not be considered to be limiting in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. [[See, MPEP 2123]]

Conclusion

Other Prior Art Cited

11.   The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Gupta (U.S. Pub 2004/0205501) discloses "Apparatus And Method Of Highlighting Categorized Web Pages On A Web Server"

- Dietz et al (U.S. Pub 2004/0078451) discloses "Separating And Saving Hyperlinks Of Special Interest From A Sequence Of Web Documents Being Browsed At A Receiving Display Station On The Web"

- Parsons, III et al. (U.S. Pub 2002/0154167) discloses "Displaying Web Site Icons That Are Collected, Saved And Provided By Registering Agents To Internet Users As Hot-Links To A Registrant's Web Site For Which The Web Site Icon Represents, And Which Can Be To Used Display Internet Navigational Tools' Results And/Or Data"

- Scullard et al. (U.S. Pub 2002/0184095) discloses "Automatic Building And Categorization Of Favorites In An Internet Browser"

- Gupta (U.S. Pub 2004/0205499) discloses "Apparatus And Method Of Organizing Bookmarked Web Pages Into Categories"

- Sullivan –NPL—Search Toolbars & Utilities, Search Engine Watch, pgs 1-8

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Manglesh M. Patel whose telephone number is (571) 272-5937. The examiner can normally be reached on M, W 6 am-3 pm T, TH 6 am-2pm, Fr 9am-6pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Stephen S. Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.
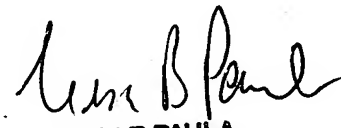
Information regarding the status of an application may be obtained from the Patent

Application Information Retrieval (PAIR) system. Status information for published applications

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system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Manglesh M. Patel
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May 12, 2006

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